PAN AFRICA CHRISTIAN UNIVERSITY

END OF MAY - AUGUST 2026
SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MARKETING MANAGEMENT – FINAL EXAM)

CAMPUS: ROYSAMBU – EVENING VIRTUAL/ONLINE

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: MBA 505

COURSE TITLE: MARKETING MANAGEMENT

TIME: 3 HOURS

EXAM DATE: JULY 2026

TIME: 6.00PM- 9.00PM

INSTRUCTIONS

- Read and understand all questions carefully before attempting.
- Question One is **compulsory** (20 marks).
- Answer **any THREE** of the remaining questions (10 marks each).
- Support your answers with relevant frameworks, examples, and diagrams where applicable.

QUESTION ONE (COMPULSORY) – CASE STUDY (20 MARKS)

Case: GreenBite Foods Ltd.

GreenBite Foods Ltd. is a fast-growing food processing company based in East Africa that produces plant-based snacks targeted at urban millennials and health-conscious consumers. The company initially gained traction through supermarkets and local organic stores but is now facing intense competition from both local and international brands offering similar products at lower prices.

Recent market research indicates:

- Increased consumer price sensitivity due to economic pressures
- Rising demand for eco-friendly packaging
- Growth in online grocery shopping and social commerce

- Weak brand differentiation in the market

GreenBite's management is considering a repositioning strategy, expansion into regional markets, and a shift toward digital marketing and direct-to-consumer channels.

Required:

(a) Conduct a marketing environment analysis affecting GreenBite. **(5marks)**
(b) Evaluate GreenBite's current Segmentation, Targeting, and Positioning (STP) strategy and recommend improvements. **(5 marks)**
c) Propose a product and branding strategy that enhances differentiation and customer value. **(4 marks)**
(d) Recommend an integrated marketing communication (IMC) plan leveraging digital channels. **(3 marks)**
(e) Suggest an appropriate **pricing strategy** considering competition and consumer trends. **(3 marks)**

QUESTION TWO (10 MARKS)

(a) Explain the concept of market orientation and its importance in modern organizations. **(4 marks)**
(b) Using an example, discuss how firms create customer value and satisfaction. **(3 marks)**
(c) Briefly distinguish between transactional marketing and relationship marketing, highlighting their strategic implications. **(3 marks)**

QUESTION THREE (10 MARKS)

(a) Analyze the **consumer decision-making process** and explain how marketers can influence each stage. **(5 marks**)

(b) **Brief Case:**
A company selling industrial machinery relies heavily on long-term contracts and customized solutions.

i. Identify key characteristics of **business markets** evident in this case.
ii. Explain how the **organizational buying process** differs from consumer buying. **(5 marks)**

QUESTION FOUR (10 MARKS)

(a) Describe the Product Life Cycle (PLC) and recommend marketing strategies for each stage. **(5 marks)**

(b) Brief Case:
A tech startup is launching a new AI-powered mobile app in a competitive market.

i. Recommend an appropriate pricing strategy.
ii. Justify your choice based on market conditions. **(5 marks)**

QUESTION FIVE (10 MARKS)

(a) Discuss the key considerations a firm must evaluate before entering **international markets. (5 marks)**

(b) Explain the role of **green marketing and sustainability** in shaping modern marketing strategies. **(3 marks)**

(c) Briefly discuss the **ethical challenges** in digital marketing practices. **(2 marks)**

THE END!!

GOOD LUCK!!